

Abstract

A computer system and method for generating web pages for displaying formatted customer satisfaction display information and/or presentations on a user computer which may be located remotely and connected to the system by a computer network. The formatted customer satisfaction survey information enables a product or service provider to evaluate the quality of goods and/or services received based on database data obtained by performing surveys of customers, employees, and/or staff. This information can then be compared to normative information, national standards, or other available data. The system utilizes HTML templates, applets, and web servers to generate the web pages. The HTML template process also allows for generation of the HTML templates by programmers. The system and method can be utilized in a quality improvement program.